

ABSTRACT

The object of present invention is to provide a image display device with a simple constitution and a method for driving the image display device. The image display device of the present invention comprises a plurality of stripe-like data electrodes, a light emitting layer, and a plurality of stripe-like scanning electrode formed on a substrate in sequence, and further comprises a image display portion formed by a plurality of light emitting elements in a matrix form at crossing points between said data electrodes and said scanning electrodes, and a column driving circuit and a row driving circuit for driving said image display portion by selecting and lighting the light emitting elements:

5 wherein the row driving circuit has a function to simultaneously drive more than two of said scanning electrodes and successively lighting the horizontal regions in sequence corresponding to the number of scanning electrodes for simultaneously driving said light emitting elements; and the column driving circuit has a function to control a current flowing in said data electrodes such that a current density of said light emitting element

10 is maintained at constant.

15